

LARGE PRINT BOOK PROJECT

A Report

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The New York Public Library
New York, 1969



**M.C. MIGEL LIBRARY
AMERICAN PRINTING
HOUSE FOR THE BLIND**

LARGE PRINT BOOK PROJECT

A Report

Prepared by means of a grant under
The Library Services and Construction Act
to the Office of Adult Services,
The New York Public Library

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Foreword

The Office of Adult Services of The New York Public Library, which developed the proposal for a grant under which a demonstration Project was undertaken, is pleased to submit this final report of the Project's findings.

As this Project was conducted at a time when large print materials first became available and represents the only one of its kind to date, it is hoped that the information and conclusions found here will be useful in guiding other public libraries as they initiate and develop service for people who need large print.

The Office of Adult Services welcomed the opportunity afforded it by a Library Services and Construction Act grant to experiment, demonstrate and actually extend services in a new, vitally important way to the individual reader. The staff members involved in this work gave their best effort, particularly Mrs. Sylvia Goldberg who prepared this final report.

Bernice MacDonald
COORDINATOR, ADULT SERVICES

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LARGE PRINT BOOK PROJECT

HISTORY AND DESCRIPTION OF PROJECT

For two and a half years The New York Public Library conducted a demonstration Project in order to establish the need for, interest in, and use of large print materials. In June 1966, the Branch Libraries, under the Library Services and Construction Act, received a \$78,000.00 federal grant for one year, administered through the New York State Education Department. Both the Project and the federal grant were renewed for another year, then extended for a final four months. The program was supervised by the Coordinator of Adult Services and an Administrative Assistant who was appointed to take charge of the Large Print Book Project. The only other staff member of this Project was a clerk-typist, but the successful operation of ordering, distributing and promoting the service involved a number of staff members of The New York Public Library.

Miss Katherine L. O'Brien headed the Office of Adult Services in 1966 and, as Coordinator of these services, originated and developed plans to serve adult readers who cannot read conventional print. Miss O'Brien requested the funds to conduct the proposed experiment with large print books after conferring with Miss Charlotte Harrison, Principal Librarian of the Library for the Blind and Physically Handicapped (a branch of The New York Public Library), and Miss Gloria Benabo, New York Chapter Executive Director in 1966 of National Aid to Visually Handicapped, a non-profit organization. The Large Print Book Project remained under the direct guidance and supervision of the Coordinator of Adult Services. In 1967 both Miss O'Brien and Mr. Richard Muller, Administrative Assistant, left to assume new responsibilities in another department in the Library. Miss Bernice MacDonald became Coordinator of Adult Services and Mrs. Sylvia Goldberg became Administrative Assistant.

In offering this new service, the aim was to present clear, much larger than ordinary size print for persons with impaired vision. The Project began with a collection of 41 titles in large print. Every effort was made to provide the visually limited reader with the best possible book selection. In order to do this, the Project tried to work in close cooperation with publishers already engaged in large print publishing, while making information available to publishers expressing an interest in entering the field.

Prior to 1966, most efforts by existing organizations were aimed at helping the visually handicapped child, while the needs of handicapped adults were neglected. The Project's main purpose was to supply an attractive variety of reading materials to partially sighted adults.

The two-year Project was due to terminate on June 15, 1968. A five-and-one-half month extension, which did not require additional funds, was requested and granted. It enabled the Project to purchase large print books published in the summer of 1968 by two major publishers who had just entered the field and to concentrate a little longer on publicizing the new service. The Project therefore terminated on November 30, 1968.

Despite some disappointments, the Project accomplished its aims to a large extent. Much was demonstrated and is described in this report. A timely source of information was established for librarians, students, organizations, publishers and others working or preparing to work with large print materials. Readers now have more than 400 titles, generously duplicated and distributed throughout Branches, in clear, easy-to-read large print from which to select. As a result of a vigorous publicity campaign, many handicapped readers have been alerted, as have their friends and relatives, to the existence of large print materials. The warm and grateful response of readers, as expressed in questionnaires and verbally to Library staff, has gone a long way to justify the expenditure and the effort. Large print books are now an integral part of our Library service.

II

WHAT IS LARGE PRINT?

The New York Times estimates that six million Americans cannot read normal size print. Although there are no official or census figures available on the partially seeing, we know that the number is much larger than that of the legally blind. The Society for the Prevention of Blindness released figures in 1965 estimating the number of legally blind in this country as 416,400. The legal definition for blindness is 20/200 or less in the better eye after correction. Individuals with visual acuity that falls within the range of 20/70 to 20/200 after correction in the better eye, may be classified as partially seeing. 20/70 vision means that the individual can see at 20 feet what others, with "normal" vision, can see at 70 feet; and 20/200 means that the person sees at 20 feet what others, with "normal" vision, see at 200 feet. In some cases, it is possible for legally blind persons to read clear, bold, large print materials. There are indications, however, that interest in large print is not limited to severely visually handicapped persons.

Our collection offers a variety of sizes and kinds of print ranging from 14-point to 20-point type and to date there is no indication that one uniform size will satisfy the needs of all readers. The following quotations illustrate the complexity of determining the characteristics of large print: "... To summarize the areas of agreement which may serve as a general guide to the book selector: large type books should be in 16 to 18 point type . . . Just about all the commercially available products so far will meet these standards." (From the *Library Journal* — September 15, 1967) "... It should be of such size that the lower case "o" will be approximately 2.7 mm. in the vertical direction or more." (From *Book Production Industry* — December, 1965 by Dr. Jack H. Prince.) "... Type size: Fourteen point is the absolute minimum, researchers say, with the maximum at 24 point." (From *Book Production Industry* — July, 1965)

The *Journal of Typographic Research* in the January, 1967 issue features an article entitled "Printing for the Visually Handicapped" by Dr. Jack H. Prince, who retired in 1966 from the Department of Ophthalmology and Institute for Research in Vision of the Ohio State University. In this article, Dr. Prince concludes from his experience in typographical research that individual needs and preferences for type are extremely varied and that a type-style

which is scientifically most desirable for efficient reading may not be the most acceptable to a large number of readers. Children with visual handicaps have most likely never seen well and may or may not have a promise of improved vision later, whereas most adults' visual handicaps are due to failing eyesight. Except for cataract removal, adults usually have no hope of improvement with the passage of time. In testing readers with a variety of visual problems it has nevertheless been apparent that 18 point type is the preferred size, according to the study conducted by Dr. Prince.

III

READERS

Adult readers with visual handicaps make up a reading public whose tastes are as varied as those of readers with normal eyesight. In addition, they live in widely scattered areas, except for those residing in homes and hospitals for the elderly and infirm. The Library has circulated large print books under the same rules that apply to conventional books and it has not been possible to leave sizable deposit collections with homes and hospitals for liberal loan periods. Every effort was made by the Large Print Book Project and the staff of The New York Public Library branches to meet handicapped readers' needs, but difficulties did arise from the no-deposit rule and a limited twenty-eight day loan period.

Readers with severe handicaps who wanted to have books mailed to them were referred to the Library-by-Mail service offered by the Junior League of the City of New York, Inc., a non-profit organization, which accepts written requests from accredited social and health agencies in New York City on behalf of their clients.

Registrations and questionnaires

In order to give readers an opportunity to express opinions and suggestions, to determine where they live, and how far they are willing to travel to select books, each borrower of large print books was asked to register voluntarily. Approximately four months after registration, a questionnaire was mailed to the registrant. (Samples of both the registration form and the questionnaire can be found in the Appendix.)

Circulation procedures

Large print books may be borrowed on a regular library card and a new reader can obtain a card in the usual way by filling out an application form and presenting a piece of traceable identification. Except for the special registration

of large print borrowers during the term of the Project, large print books circulated in the same manner as regular books. In most cases, however, librarians showed far more leniency when books were returned late and seldom collected overdue fines for large print books.

Circulation figures for large print books increased slowly but steadily, beginning in August, 1966 with a total monthly circulation of 66 and rising to 1,239 for the month of June, 1968. The number of books borrowed, however, is not comparable to the circulation of ordinary hard cover books. Handicapped and older persons are often painfully slow readers and their span of interest is sometimes so limited that short stories become favorite reading material. In addition to the fact that some elderly persons have difficulty in finishing one book a month, the size and weight of the large print books are important factors which influence the number of books in circulation.

While most registrants live in the immediate vicinity of the branch where they registered, some reside as far away as Connecticut and Pennsylvania. Most of the borrowers who registered in the Donnell Library Center work in the surrounding business community and carry books some distance to their homes. A record indicating the home addresses of registrants of the Grand Concourse Regional Branch over a period of eight months shows that most registrants live in close proximity to the branch where they registered.

Children's books

Although the Large Print Book Project of The New York Public Library was designed to serve adult readers, children's books in large print are available and can be obtained in most New York Public Library branches in the children's room. Harper & Row, Keith Jennison Books, Ulverscroft, National Aid to Visually Handicapped, and the American Printing House for the Blind have some interesting titles in approximately 18-point type for children.

IV

LIBRARY ORGANIZATION AND PROCEDURES

Purchase of materials

As part of the Office of Adult Services, the Large Print Book Project was responsible for ordering all large print materials. Purchases were based on availability of adult titles in trade editions. Additional titles were selected to supplement the limited choice of books available from publishers and submitted to enlargement processing companies to be specially produced in large print.

Book selection committee

Under the direction of the Coordinator of Adult Services, a committee composed of the Branch Librarians of the test centers of the Large Print Book Project (Donnell Library Center, Grand Concourse Regional Branch, St. George Library Center), the Branch Librarian of the Interbranch Loan Office, and the Administrative Assistant, met regularly in order to select titles for enlargement. The committee members discussed developments and findings pertaining to large print books. Based on their observations, and requests made by readers both verbally and in questionnaires, a number of titles which appeared to be most in demand were selected. The enlargement processing company to whom the contract was given was responsible for obtaining clearance from the original publisher for a specific number of copies before reproducing the book in large print. If additional copies were needed at a future date, permission would have to be sought again. In selecting the processing company the following factors were considered: the quality of the product, the price, the location of the company, and the speed with which the book could be delivered.

Processing and distribution

After having been delivered to the shipping department all books were processed by our Book Ordering Office. Large print books were catalogued in the Cataloguing Office, prepared for distribution in the Binding and Processing Office, and shipped to the test centers and the Interbranch Loan Office. This latter department was responsible for the final distribution to the numerous branches of The New York Public Library having collections of large print books. Originally only a few branches participated in the large print experiment, but during the second year of the Project it became apparent that readers from all over the city were using this service and that these persons found it easier to borrow large print books from a neighborhood branch library.

The three test centers, each located in one of the three boroughs served by The New York Public Library, maintained a complete collection of all titles in large print. These test centers were selected for their central location and accessibility by bus or train:

Donnell Library Center, 20 West 53rd Street, Manhattan

Grand Concourse Regional Branch, 155 East 173rd Street, Bronx

St. George Library Center, 10 Hyatt Street, Staten Island

Duties of the Administrative Assistant

The Administrative Assistant was responsible for ordering and allocating books based on the needs of each branch and served as liaison between the Office of Adult Services and the other services and branches of The New York Public Library. Community organizations were contacted in order to inform them about the new service and their cooperation in alerting their affiliates of the existence of large print books in the Library was most important in establishing a successful rapport with new readers. A steady dialogue with publishers was instrumental in widening the field of large print books, helping both them and us to gain a better understanding of the problems and solutions in publishing, advertising and distribution. Establishing and maintaining contacts with advertising agencies and other companies who could publicize large print books were equally important. In addition to alerting potential readers, it was necessary to purchase display and shelving equipment for this new service.

Readers and interested individuals who wished to obtain additional information or reading lists spoke to the Administrative Assistant by telephone or came to the office personally. The Administrative Assistant reported periodically to the administration of the Library and to the State Education Department of the University of the State of New York. Quarterly progress reports, an extensive annual report in June 1967, condensed in an article published in the *ALA Bulletin* in June 1968, and this final report in 1968 were submitted.

Duties of the Clerical Assistant

In June, 1966 Mrs. Marjorie Sait was appointed Clerical Assistant of the Large Print Book Project. For nearly one year she divided her time and efforts between the Large Print Book Project and the Cataloguing Office of The New York Public Library, which had received an additional work load as a result of the Project's activities. Mrs. Sait remained until February 16, 1968, when she left to assume a position which was offered on a permanent basis. Her position was left unfilled during the latter part of the Project. Salary money accrued from the clerical position which had been vacant was used to pay the salary of the Administrative Assistant for the additional time allotted the Project. Mrs. Sait's duties consisted of voluminous typing of bibliographies, correspondence, envelopes for mailings, book pockets and book cards, etc.; she also kept records of outgoing and incoming large print books. The Administrative Assistant, with the help of staff members of The New York Public Library, carried on the duties of the Clerical Assistant during the last six months of the Project.

The Methods Analyst of The Branch Libraries, Mr. Patrick Joyce, helped to solve many problems involved in designing shelf list cards, questionnaires, statistics, graphs, etc. which had to be maintained by the Administrative Assistant. Examples of each are in the Appendix.

SOURCES OF LARGE PRINT MATERIALS

Publishers

Trade editions, while not available in sufficient variety to satisfy our needs, have without a doubt the most desirable format on the market. The price is relatively low, ranging from \$4.00 to approximately \$12.50. The books are attractive and are, according to our records, the favorite choice of the majority of readers.

Late in 1964 Ulverscroft, a British publishing firm, began the production of large print books by offering seven titles in 1965. They became available in 1966 in the United States and are distributed here by Mr. Oscar B. Stiskin, 23 Locust Lane, Stamford, Conn. 06905. Ulverscroft lists more than 250 fiction and non-fiction titles at the present time, including some by internationally known authors such as A. J. Cronin, Daphne du Maurier, Morris West and Agatha Christie. However, a number of fiction titles published by this company are written by British authors who are little known in the United States. The price per book is \$4.00.

Keith Jennison Books/Franklin Watts, Inc., 575 Lexington Avenue, New York, N.Y. 10022, began publishing large print books in 1965 and offered the first commercial large print books in the United States. In 1967 this company had one hundred titles available, consisting for the most part of classics and of titles often found in high school reading lists. The number of titles has increased to nearly 160, including Bibles, an encyclopedia and a wider variety of current titles of adult interest. The books are hard cover bound and the format is attractive. The list price ranges from \$6.95 to \$12.50 per volume (for the GRO-LIER LARGE TYPE DICTIONARY).

Harpercrest Large Type Editions, published by Harper & Row, 49 East 33rd Street, New York, N.Y. 10016, presented a few interesting titles starting in the summer of 1966. Among them are THE ART OF LOVING, by E. Fromm, THE RETURN OF H*Y*M*A*N K*A*P*L*A*N, by L. Rosten, SEVEN DAYS IN MAY, by F. Knebel and C. Bailey, TOMORROW IS NOW, by E. Roosevelt and THE BRIDGE OF SAN LUIS REY, by T. Wilder. They are hard cover bound, attractive, and similar in appearance to the *Keith Jenni-*

son Books. However, most of these are children's books and purchase for the Project was limited. List prices start at \$4.79.

In 1967, the Macmillan Company, 866 Third Avenue, New York, N.Y. 10022, published eleven titles in large print. These included fiction by well-known authors such as Margaret Mitchell and James Michener, *THE BIBLE* in Modern English, and *THE GUNS OF AUGUST*, by Barbara Tuchman.

Walker and Company, 720 Fifth Avenue, New York, N.Y. 10019, presented twelve mysteries in 1967. Their editions are attractive and well-bound.

In the spring of 1968, The Richards Rosen Press, Inc., 29 East 21st Street, New York, N.Y. 10010, began publishing a projected series of career guidance books for young adults in large print. To date nineteen titles are available and some of these have been purchased by The New York Public Library.

At the same time, Charles Scribner's Sons, 597 Fifth Avenue, New York, N.Y. 10017, published their first large type editions. Six titles by well-known authors such as F. Scott Fitzgerald and Ring Lardner have been attractively produced. Prices are listed at \$6.95 and \$7.95.

In the summer of 1968, The Viking Press, Inc., 625 Madison Avenue, New York, N.Y. 10022, presented *Largetype Books* with flexible binding. These books are similar in appearance to the other trade editions, but are somewhat lighter in weight. Their first six titles are: *OF MICE AND MEN*, by John Steinbeck, *AN EPISODE OF SPARROWS*, by Rumer Godden, *THE POWER AND THE GLORY*, by Graham Greene, *THE DOORBELL RANG*, by Rex Stout, *WE HAVE ALWAYS LIVED IN THE CASTLE*, by Shirley Jackson, and *MY FAMILY AND OTHER ANIMALS*, by Gerald Durrell. Although not included in our latest bibliography, these titles have been ordered and added to the collection.

In addition, Doubleday & Co., Prentice-Hall, Noble & Noble and Arno Press have visited the Large Print Book Project and expressed an interest in publishing large print books at some future date. The Guild for Large Print Books offered a list of titles, but at this time the books are not yet available. In September, 1968 Prentice-Hall, Inc., Englewood Cliffs, N.J. 07632, planned to present two titles in large print.

These publishers have worked with the Large Print Book Project before and after publication of their large print books. Information has been exchanged on a steady basis and has proved to be useful. Most of the trade editions have the following qualities in common: good quality, non-glare, off-white paper, with good opacity. These are important factors for the reader with low vision. Wide margins at the center allow the reader to lay the book flat so as not to have a curving page which presents an additional difficulty to the reader with sight prob-

lems. Large print books in trade editions are generally 8½" x 11" in size and proportionally heavier than standard size books.

Periodicals

In March 1967, *The New York Times* began publishing a special weekly edition in large print for readers with limited vision. *The New York Times Large Type Weekly* is a thirty-two-page tabloid size newspaper. It contains edited material from the regular editions of *The Times* as well as a crossword puzzle. About half the material is drawn from "The News of the Week in Review" section in the Sunday newspaper. It contains no advertising. A yearly subscription costs \$29.00 and most branches of The New York Public Library have a copy which can be read in the Library.

In 1963 the Xerox Corporation of Rochester, N.Y. began publishing *Reader's Digest* monthly in 18-point type, in two volumes. It is complete except for the advertising. A year's subscription costs \$48.60. Copies can be borrowed at our branches and, if not available, may be reserved.

Enlargement processing companies

The book selection committee described earlier in this report chose titles which were not available in trade editions. Although the large print collection is still relatively small, we have endeavored to present a balanced selection of fiction and non-fiction titles of currently popular books and other requested titles. These efforts were not always successful. Permission to reprint was often difficult to obtain since more and more publishers were planning their own large print publishing in the near or distant future. In addition to *Keith Jennison Books*, *Ulverscroft* and *Harpercrest*, which existed at the inception of the Large Print Book Project, Macmillan, Walker, Charles Scribner's Sons, Viking Press, Richards Rosen Press and Dodd, Mead & Co. have entered the large print publishing field. Thus attractive, large print books have become increasingly available at a fraction of the cost of the individually enlarged books.

Originally enlargement contracts were given only to the Xerox Corporation, which has the facilities to produce the large, clear, 18-point type print, and,

in view of the fact that Xerox is located in Manhattan, negotiations were easy and speedy. The books are 11½" x 15½" in size, with a semi-soft cardboard cover and a spiral binding. Print is reproduced on one side of the page only, on buff colored paper, and each volume is limited to 120 pages. Therefore most titles are in multi-volumes and this necessarily limited the book committee to a selection of books that do not have a great many pages. Although readers' reactions were not immediately known, it became apparent that our readers found these large books difficult to handle and circulation was mainly by reserve from booklists due to the attractive titles. This produced a problem of shelving in the branches and proved that the format was impractical for library use. Eventually, after a number of meetings and requests to the Xerox representatives for changes, a new format was suggested, but the price quoted was too high to allow further contracts.

One of the main objectives of the Large Print Book Project has been to obtain a format in an enlarged edition satisfactory for library use.

In September, 1967 a contract was given to the Bell & Howell Company. Although the size of the books is overly large and the quality of the paper and print not completely satisfactory to us, readers have made few complaints. The primary success of the Bell & Howell enlarged editions can be attributed to the choice of books. The committee had selected *OUR CROWD*, by Stephen Birmingham, *INTERN*, by Doctor X, and *EVERYONE'S GUIDE TO ISRAEL*, by Joan Comay. Readers appear to be delighted to be able to read these books in large print and we can hardly satisfy the demand for the book by Stephen Birmingham.

A contract was given to Library Reproduction Service, a division of The Microfilm Company of California. The result was an attractively bound book entitled *ARROGANCE OF POWER*, by J. William Fulbright.

Simultaneously the Sighttext Publications-Microfilm Business Systems Corporation enlarged *TWENTY LETTERS TO A FRIEND*, by Svetlana Alliluyeva, and *THE CHOSEN*, by Chaim Potok, in clear, bold print on good quality paper. The books are hard cover bound, durable and attractive. The price is moderate, but the size and weight of the books are excessive.

The Crane Duplicating Service, located in Barnstable, Mass., was given a contract to enlarge several books: *NORTH TOWARD HOME*, by Willie Morris, *DEATH AT AN EARLY AGE*, by Jonathan Kozol, *LUCE, HIS TIME, LIFE AND FORTUNE*, by John Kobler, *THE AUTOBIOGRAPHY OF MALCOLM X*, *THE TOWER OF BABEL*, by Morris L. West, *THE FIRE NEXT TIME*, by James Baldwin, and *BEFORE THE MAYFLOWER*,

by Lerone Bennett. We found the price and service commendable and the print and paper attractive. The binding is soft and lightweight and the books measure 8½" x 11".

The cost of reproducing books through these various enlargement processing companies varied from approximately 4¢ to 10¢ per page. The price depended on several factors including the quantity of books ordered. We began by requesting large print editions in quantities of ten and ordered a maximum of fifty toward the end of the Project.

Associations

The American Printing House for the Blind

This publisher is located at 1839 Frankfort Avenue, Louisville, Kentucky 40206. Mr. Carl W. Lappin, Director, maintains a central catalog of commercially and volunteer-produced textbooks and children's literature books. This card file contains titles covering books in Braille, large print, and disc- and tape-recorded form. A few interesting titles were located and acquired through this organization.

The American Bible Society

This one hundred and fifty year old organization publishes and distributes attractive, inexpensive Bibles (*King James Version*) in a variety of formats.

The Jewish Braille Institute

The only publication available from this organization is the HAGGADA FOR PASSOVER. It is free to visually handicapped persons by written request to the librarian of the Jewish Braille Institute of America, Inc., 48 East 74th Street, New York, N.Y. 10021. This book is spiral bound, has a hard cover, mea-

asures 11" x 14¾" and is published by Koren Publishers Jerusalem Ltd., Jerusalem, for the Jewish Braille Institute of America. The text is in Hebrew and English on opposite pages.

N.A.V.H.

National Aid to Visually Handicapped, located at 3201 Balboa Street, San Francisco, California 94121, was founded in 1957 by Mrs. Gene Marchi of San Francisco, now National Executive Director. This national, non-profit organization, in addition to direct service programs, public and professional education and research into methods of training, publishes large type books for children and adults who are partially sighted. However, a large number of its 365 titles in large print are textbooks and were therefore not purchased by The New York Public Library, because of the Project's emphasis on recreational reading. As mentioned earlier, Miss Benabo was the Executive Director of the New York Chapter in 1966. She generously offered valuable information and her assistance was most helpful in getting the Large Print Book Project started. N.A.V.H. provides facilities for skilled volunteers to transcribe books on 18-point typewriters, which are reproduced in quantity. The books are bound in heavy cardboard and have a spiral binding, allowing the reader to lay the book flat on a table or stand. However most titles run to two or more heavy, bulky volumes and the weight problem often makes it difficult for borrowers to carry these books home.

VI

BUDGET

This new service offered no precedents to guide us. It was therefore difficult to predict the exact amount of money needed in each category of our budget. An extension of the first year budget allowed the Project to pay for Xerox enlarged books as permission from publishers was often obtained long after orders were placed. The second year budget also required a request for an extension which permitted the Project to acquire books from major publishers who had entered the large print field in the summer of 1968. In addition to these two extensions, one modification transferring funds allocated for book purchase to much-needed publicity enabled the Project to place a contract with a film company and to have radio advertisements prepared.

Our final budget for the period of two years and five and a half months reads as follows:

Personnel	\$ 23,384.91
Materials	97,810.09
(Books & periodicals)	
Equipment	2,435.00
Other	33,183.00

Total received	\$156,813.00

Personnel covered the salaries of the Administrative Assistant (for the period of June 15, 1966 until November 30, 1968) and the Clerical Assistant (for the period of June 15, 1966 until February 16, 1968).

Materials. Approximately fifty per cent of the total was spent on trade editions, the balance covering books produced by enlargement processing companies, and subscription costs of the two available large print periodicals, *The New York Times* and *Reader's Digest*.

Equipment. Expenditures were made on a large print typewriter, and an electric stapler which was used to assemble thousands of booklists typed in the office of the Large Print Book Project and reproduced in our letter shop. Wooden shelves, to accommodate the oversize large print books, were among the items purchased from our equipment budget.

Other. As stated before, a budget modification allowed the Project to publicize large print books in various media. The section on publicity describes the expenditures made in this category at greater length.

VII

PUBLICITY

Publicity was a most important factor in the Project since it is necessary to inform readers about an entirely new service. Special effort is needed to reach people who have given up reading because of sight difficulties and who have lost touch with the Library. We hope that, in the future, readers who have normal vision now will not give up reading because of sight problems, but will make the transition to large print.

A number of methods were used to inform the public of the large print collection. It is most important for the staff in the library branches to be convinced of the value of large print to those who struggle with conventional print. Their willingness to give these borrowers more than the usual attention is most important. In addition to contacts with community organizations which were established by the Large Print Book Project, branch librarians and their staff made vigorous efforts to acquaint the community in the vicinity of the Library with the large print book collection. Telephone calls, letters, and talks at group meetings in a number of community centers were fruitful and rewarding to both parties.

A list of a number of organizations interested in people with visual handicaps in the New York area can be found in the Appendix. Information exchanged with these organizations often resulted in exhibits or statements about our service in their publications.

We are especially grateful to Mr. A. J. Kaiser of the Public Relations Department of the First National City Bank in New York for arranging to have a most attractive three panel exhibit designed and executed at no expense to The New York Public Library. This exhibit was displayed on a rotating basis in twenty of the bank's branches in the metropolitan area, remaining in each branch from one to two weeks. We had requested permission to display posters in various branches of the First National City Bank and their response exceeded our expectations.

The Project's funds and staff afforded the opportunity to devote time to contact in writing all the hospitals with eye clinics listed in Manhattan, The Bronx and Staten Island. We sent letters to ophthalmologists and optometrists, requesting that booklists, brochures and bookmarks be displayed in waiting rooms where eye patients could see them. Although it is difficult to estimate

the number of ophthalmologists and optometrists who cooperated with the Project's request, it was nevertheless evident from patients' reports and requests for bibliographies that these efforts were not in vain.

The Project also took advantage of public service space offered by subway and bus companies, who for the cost of labor and maintenance (varying from 35¢ to \$1.00 per card placed) advertised the large print collections in the five boroughs of New York. Our cards, in addition to The New York Public Library, listed the Brooklyn and Queens Borough Library Systems, since public transportation in the metropolitan area crosses borough boundaries. The companies who cooperated with the Project were Metro Transit Corporation, representing New York bus companies, and the New York Subways Systems, Inc., which is the advertising agency representing the New York subways systems. In addition, the New York Transit Card, Inc., which represents Avenue B and East Broadway Transit Company, a bus line on the Lower East Side of New York, agreed to display our posters at the cost of 35¢ per card for labor and maintenance.

Radio and television

A black-and-white television announcement publicizing large print was offered to seven television stations and recorded tapes and live copy were presented to twenty-eight radio stations in the metropolitan area. The radio tape consisted of six bands of recorded spot announcements prepared and distributed by The Public Library Productions, Inc. Miss Cornelia Otis Skinner and Messrs. Ralph Bunche and Arthur M. Schlesinger lent their help in publicizing large print by taping brief messages. Although we were dependent on free time made available by the stations, we were able to reach many homebound readers.

Film

A 16 mm. film entitled *It's a Question of Type* was planned by the Project staff and produced by Educational Film Artists, a small New York film production company. It describes the Project's activities, shows large print materials

in production and includes several scenes of library circulation, shelving and general handling of large print materials. It is 15 minutes in length, black-and-white and cost \$7,500 to make.

Newspapers

The press cooperated by printing articles describing large print books in The Library. *The New York Times* presented an article in September, 1967 entitled "Large Type Books a Hit at Library — Readers with partial sight praise year-old Project".

The New York Sunday News edition of *The Daily News* announced the Large Print Book Project in The New York Public Library to senior citizens on December 11, 1966, and a few paragraphs in the *New York Post* afternoon edition on January 31, 1968 reminded its readers of our book collection.

The Staten Island Advance and the *Bronx Press Review* called their readers' attention to the test centers located in Staten Island and The Bronx in brief articles. In addition, three advertisements were placed by the Project in *The Staten Island Advance*, but the librarian at the St. George Library Center could report few responses to these small advertisements.

Reading lists

The first bibliography was prepared in August, 1966 and listed the 41 titles then available at The New York Public Library. A master was typed on our 18-point typewriter and a large quantity reproduced by The Library's letter shop. During the first year of the Project, three additional lists were prepared; an annotated list on November 15, a supplement on February 15, 1967 and a 36 page booklet in June, 1967 which listed 171 titles. In September, 1967 and January, 1968 two more supplements were added and the Project concluded with a 77 page, annotated bibliography in large print listing 410 titles. As we are dealing with readers who have difficulty consulting the catalog or who depend on a friend or relative to bring large print books home to them, booklists are essential. Approximately \$7,000.00 of our budget was spent on 20,000 reading lists printed by Faculty Press, Inc. in June, 1968. They were advertised in many

library and publishing journals. A copy of the news release describing the bibliography is included in the Appendix.

Other printed materials prepared and distributed by the Large Print Book Project

Brochures

The first printing of brochures was done entirely in the Library in an attempt to produce a pamphlet for as little money as possible. The second printing, which was done after the budget had been modified to allow more money for publicity, was designed by an artist of the Shelby Cullom Davis Museum of the General Library of the Performing Arts at Lincoln Center, a branch of The New York Public Library. The printing contract was given to an outside printer and the result was a handsome, well-designed brochure produced in sufficient quantity to be available after the termination of the Project.

Brochures are distributed in branches of the Library and by organizations who reach potential large print readers. They alert thousands to the fact that books are available at The New York Public Library in large print and that booklists can be obtained free of charge by telephoning or writing to the Office of Adult Services.

Bookmarks

Bookmarks advertising large print materials were kept small and light in weight to enable organizations to include them in their mailings. Bookmarks are inexpensive and yet informative.

Posters and bus and subway cards

These were important tools in our publicity campaign and their widespread use has been explained in previous chapters. Two posters were designed

by the staff of The New York Public Library and outside printers were given contracts to reproduce them in large quantities. Permission was given to reproduce a Charles M. Schulz *Peanuts* cartoon featuring two *Peanuts* characters with the caption "Friendship is borrowing large print books for someone with sight limitations". As observed by librarians and indicated in registrations and questionnaires, a vast number of borrowers consisted of friends and relatives of the large print readers as they were often unable to go to the Library themselves.

VIII

CONCLUSIONS AND RECOMMENDATIONS

Based on experience and information gained through the Project, the following conclusions and recommendations are presented:

1. Interest in large print materials is widespread and growing rapidly among librarians, as evidenced by the large number of inquiries received from all parts of the country and by the overwhelming demand for the Project's series of bibliographies.

2. Readers or potential readers needing large print materials are difficult to reach for a variety of reasons. Many have stopped reading and have stopped using the library, many live in institutions and are therefore somewhat cut off from public services, and, in general, many lack mobility owing to sight limitations, age or a complexity of health problems. The slow growth in circulation of books seems to support this conclusion, along with the fact that a large percentage of borrowers were borrowing for a friend or relative.

3. Effective publicity is essential in beginning and developing this particular service. Our budget was modified to support additional publicity as soon as we realized the basic necessity of telling as many people as possible that large print books did in fact exist. Response to radio announcements and subway card advertising was informally assessed as good.

4. A balanced book collection is difficult to achieve without special funds to pay for the reproduction to order of current titles. The two largest publishers in the field, Keith Jennison Books and Ulverscroft, concentrate on standard classics and standard light fiction respectively. The current titles selected by the Project to be reproduced by enlargement companies proved to be the most popular during the Project's duration. This is understandable since these titles were at the height of their popularity, but the inclusion of such "best seller" fare is essential in any adult collection which aims to be attractive, fresh and vital.

5. In introducing this new service to the community, it is important for the library to go where a large number of the potential users are, not just with publicity, but with the actual materials. A mailing service, rotating deposit collections in nursing homes, hospitals and community centers, and even a messenger service are necessary to achieve any realistic access to this type of service. The major difficulty we encountered was our general Library policy (which

also applied to the Project) prohibiting home bound service and depository collections at sites outside the Library system.

6. There is presently enough well-designed material available in form and variety, and a steady, however slow, stream of new material being published to allow libraries to begin this service and maintain it at adequate standards. With titles in print in all classifications from more than half a dozen firmly-established trade publishers, supplemented by the publications from several long-standing associations and a special large print edition of a newspaper and magazine of wide renown, public libraries should feel secure in starting collections and initiating service. Although two years of close cooperation with publishers of large print materials showed us that they were cautious in their approach to this field, several have entered the field during the Project's duration (there were only two at the beginning) and the design of the material has continually improved.

7. The bibliography in the field has grown to the extent that a comprehensive listing such as a "large print books in print" index is needed.

8. More precise language and specifications are also needed to aid proper listing, annotating and selection procedures.

9. The provision of large print materials should probably be accomplished by libraries through a system, regional, county or state distribution arrangement. Although our Project did not test this thoroughly, it seems obvious that a special collection, however attractive, of fewer than 600 individual titles ought to be a circuit or rotating one around a group of libraries. Also, these special materials do not compete for money in a small individual library budget with higher priority materials such as children's books, standard texts, reference books, high-demand mysteries, best sellers, etc.

10. Additional library studies and experimentation are needed to gain more user evaluation which could be translated quickly and directly to publishers. Further study should also help determine more precisely the relationship of large print materials to other users, as well as to the partially-sighted.

IX
Appendix

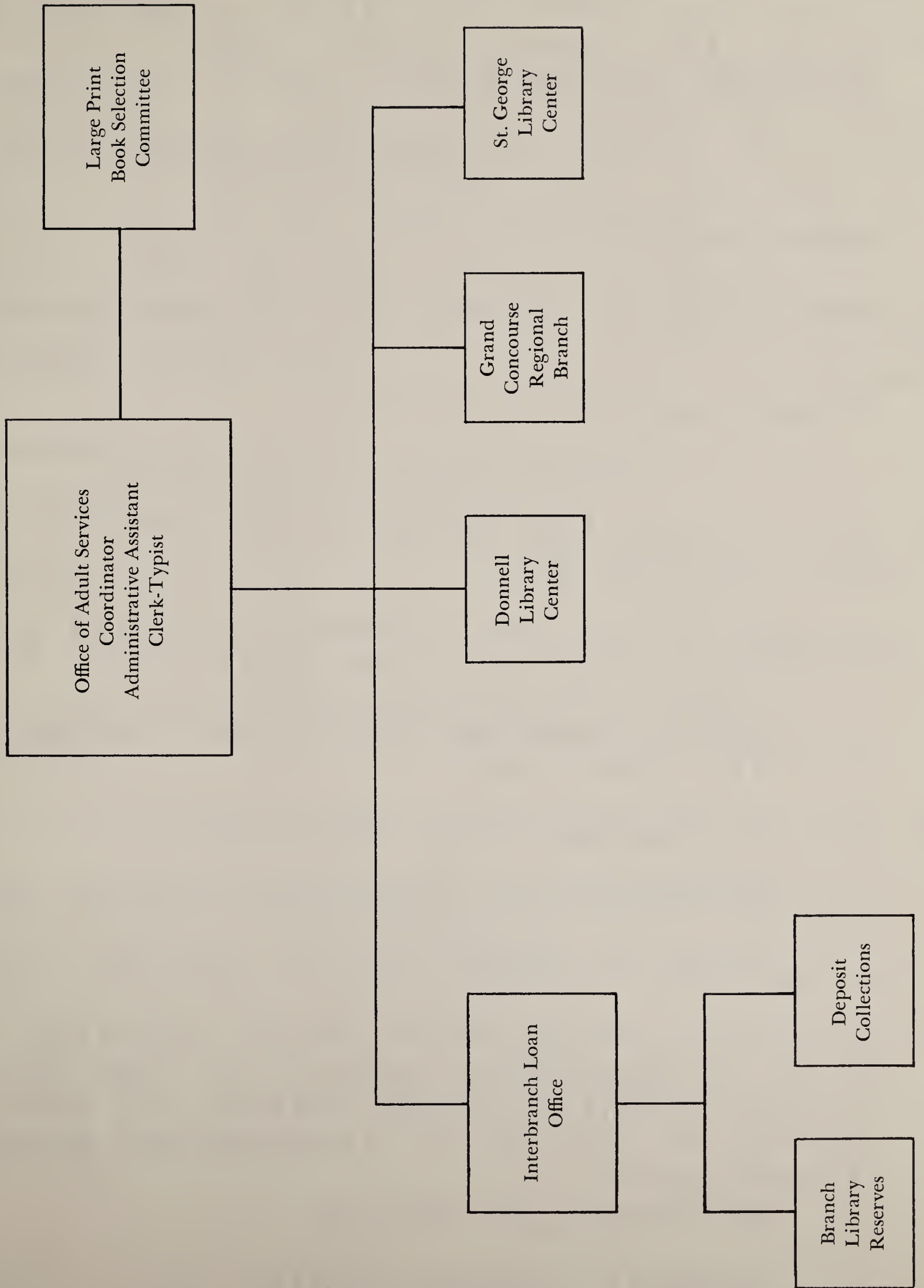
Organizations Interested in People with Visual Handicaps

American Foundation for the Blind
American Nurses Association, Inc.
American Occupational Therapy Association
American Public Health Association
American Red Cross, Home Nursing Division
The Associated Blind, Inc.
Blue Cross — Home Care Program
Catholic Center for the Blind
Catholic Guild for the Blind
City of New York — Department of Parks
Community Council of Greater New York
Federation Employment and Guidance Service
Federation of Protestant Welfare Agencies, Inc.
Greater New York Conference of Seventh-day Adventists
Health Insurance Plan of Greater New York, Health Education Division
Home and Hospital of the Daughters of Israel, Inc.
Home and Hospital of the Daughters of Jacob
Industrial Home for the Blind
Institute of Physical Medicine and Rehabilitation
International Ladies Garment Workers Union — Education Division
Jewish Braille Institute of America, Inc.
Jewish Family Service
Jewish Guild for the Blind
Junior League of the City of New York, Inc.
Licensed Practical Nurses of New York, Inc.
Lighthouse — The N.Y. Association for the Blind
Lions Clubs
Lutheran Church in America
Mary Manning Walsh Home for the Aged
Multiple Sclerosis National Society
 New York County Chapter
National Aid to Visually Handicapped
National Council on the Aging
National Council to Combat Blindness, Inc.
National Society for the Prevention of Blindness
New York Association for the Blind
New York City Board of Education
 Education of the Visually Handicapped
New York City Department of Health
 Bureau of Public Health Education
 Public Health Nursing Division

New York City Department of Welfare,
 Division of Day Centers for Older Persons
New York State Commission for the Blind and Visually Handicapped
New York State Office for the Aging,
 New York City Office
New York Tuberculosis and Health Association, Inc.
Optometric Association of New York
Optometric Center, Sub-Normal Vision Clinic
Salvation Army
Self-Help Inc.
Society for the Relief of the Destitute Blind
Upper West Side Conference on Services to the Aged
Vacation Camp for the Blind
Visiting Nurses Service of New York
United Cerebral Palsy of New York, Inc.
University of the State of New York
 Division of Vocational Rehabilitation

ORGANIZATION CHART

LARGE PRINT BOOK PROJECT



THE NEW YORK PUBLIC LIBRARY

With a grant from the Federal Government, The New York Public Library has been making large-print books available in an expanded program since early summer 1966.

We hope you will help us to evaluate the needs of readers with sight limitations and their use of our large-print material by filling out this form and returning it in the enclosed envelope.

If you are not the user of these books, please refer this form to the appropriate person or fill it out after consulting with him.

Thank you for your help.

A. Do you use the large-print book collections by: (Check one)

_____ Visiting the library yourself to borrow books for your own use?

_____ Asking another person to borrow books for your use?

B. Do you prefer to: (Check one)

_____ Select books from the library shelves?

_____ Reserve books from a reading list?

C. Are your large-print books obtained through your neighborhood branch or from Donnell Library Center which offers the most complete collection of large-print books?
(Check one)

_____ Neighborhood branch

_____ Donnell Library Center

D. Please check the reason large-print books appeal to you.

_____ Limited vision, large-print necessary

_____ Less eye-strain and fatigue

_____ Seem easier to read (Explain) _____

_____ Other (Specify) _____

E. Please check your age group.

_____ Under 18 _____ 36 - 60

_____ 18 - 35 _____ Over 60

F. Please check type of large-print book preferred.

_____ Enlarged editions through xeroxing

_____ Spiral-bound editions of National Aid to Visually Handicapped

_____ Paper-backed editions

_____ Regular hard-covered editions

_____ No preference

G. How much do you read? (Check one)

_____ Read at least one Large-Print Book
during the previous month

_____ Read four or more Large-Print Books
during the previous month

H. What subjects, titles, or authors would you
like to read in large-print?
(Specify)

I. Profession _____

J. Other comments: (Use other side if more
space is needed)

Date _____

INFORMATION RECEIVED FROM QUESTIONNAIRE MAILING (By Percentages)

Classification of large print readers

Age group			Limited vision Large print necessary	Less eye-strain and fatigue	Seems easier to read	Other reasons
Under 18	(10.9%)	A	22.6%	39.5%	31%	7.1%
		B	2.4%	4.3%	3.4%	0.8%
18-35	(13.8%)	A	20.5%	53.3%	21.5%	4.7%
		B	2.8%	7.4%	3%	0.6%
36-60	(29.1%)	A	25.9%	57.6%	12.9%	3.6%
		B	7.5%	16.8%	3.8%	1%
60 & over	(46.2%)	A	63.8%	31.5%	3.9%	0.8%
		B	29.5%	14.5%	1.8%	0.4%
Total of all age groups 100%			42.3%	42.9%	12%	2.8%

A represents % of age group
B represents % of total readers

NOTE: 71% of readers indicated that they borrow books themselves from the Library and 29% of readers asked another person to borrow books for them.

Use separate sheets for ADDITIONS, DEDUCTIONS,
CIRCULATIONS (indicate one):

[illegible]

Registration Form

Miss			
Mrs.			
Mr.			
	first	middle	last
Address _____			
		Zip	
City _____	Code	Telephone	
Borrowing for self?		Who?	
New	Has	Branch	
Reader---	Card---	Used---	YA--- A--- Sc---
Professional		Library	
Referral ---		Material --- Friend --- Newspaper ---	
Radio--- TV--- Other (Specify) _____			
Use other side for comments			
		Branch _____	Date _____

Card used for Shelf-Listing

AUTHOR _____		CLASS NO. _____	
TITLE _____			
<u>Copy</u>	Date Added	Date Discarded	Number of Circs.
		Total	_____

○

INFORMATION RECEIVED ON REGISTRATION FORMS (By Percentages)

Borrowers who use branch where they are registered

91.1%

Borrowers using other branches, sometimes in addition to the one where they registered for large print books

8.9%

Borrowers residing in NYPL area (Manhattan, Bronx and Staten Island)

80.3%

Borrowers residing outside NYPL service area

19.7%

Readers who have NYPL borrowers card

85.5%

New readers registering in order to obtain large print books

14.5%

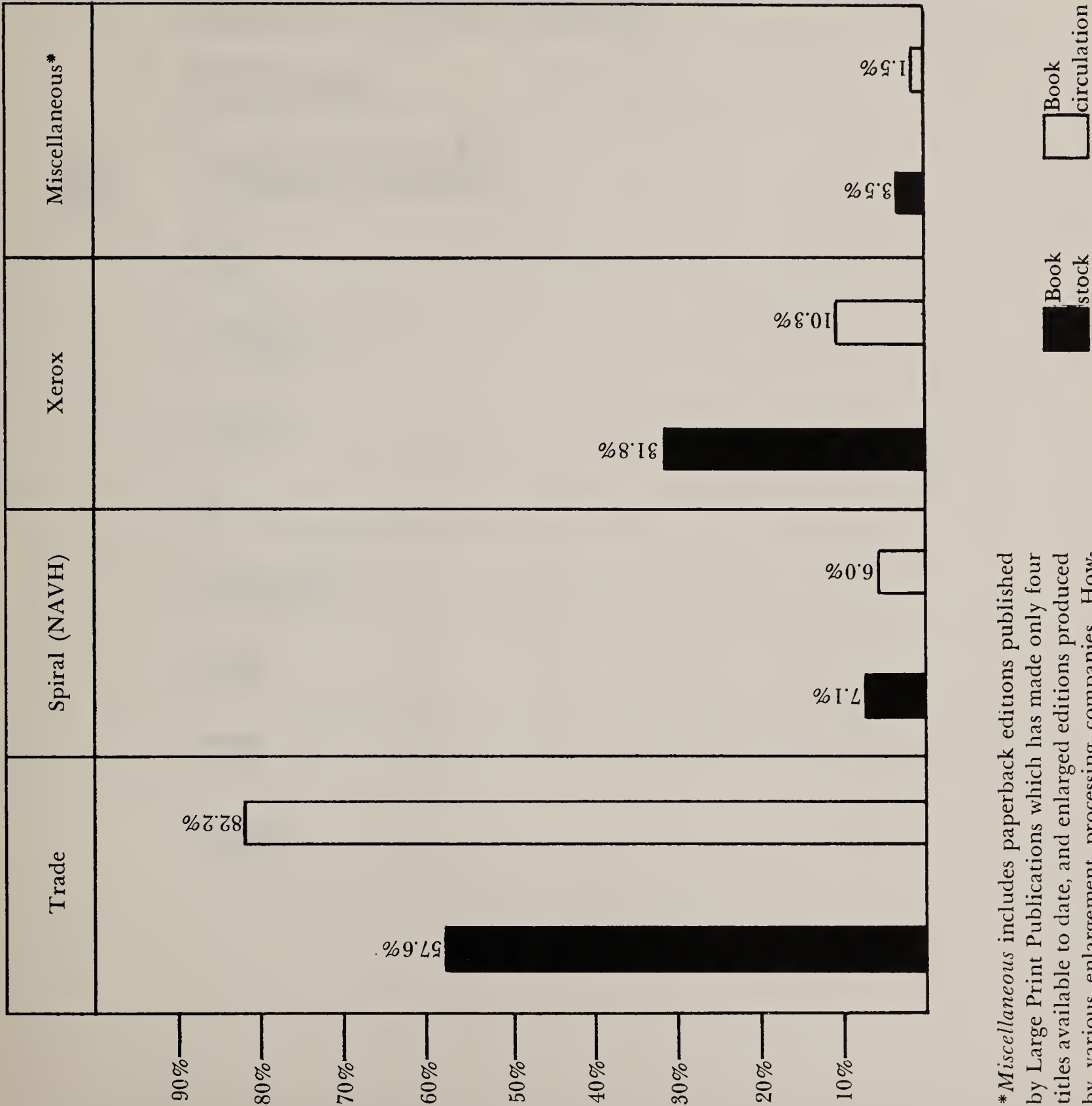
Readers borrowing for themselves and for others

78.8%

Readers who have indicated that they are borrowing for someone else only

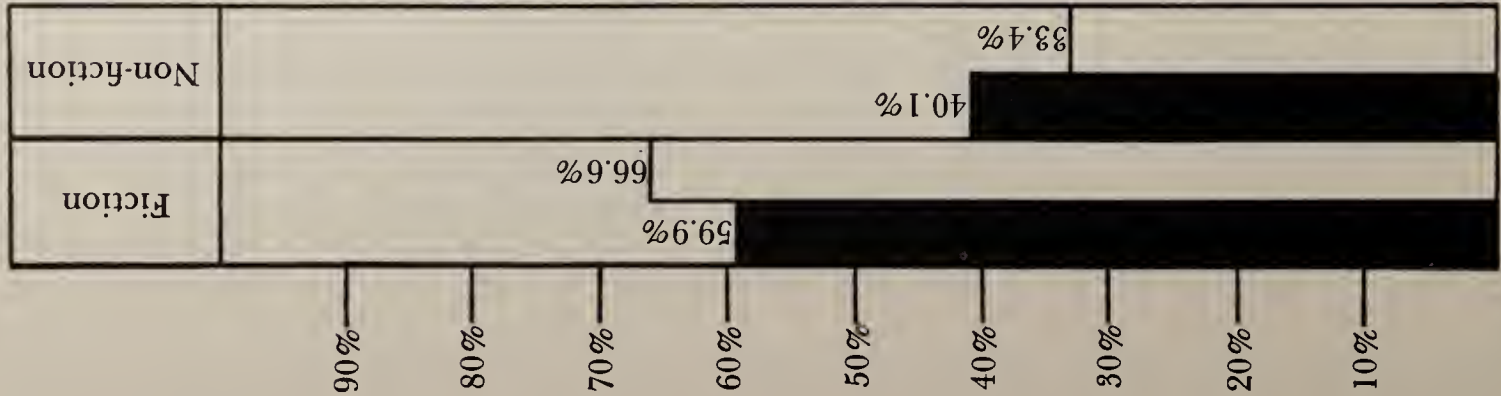
21.2%

A COMPARISON OF BOOK STOCK WITH BOOK CIRCULATION (By Format)

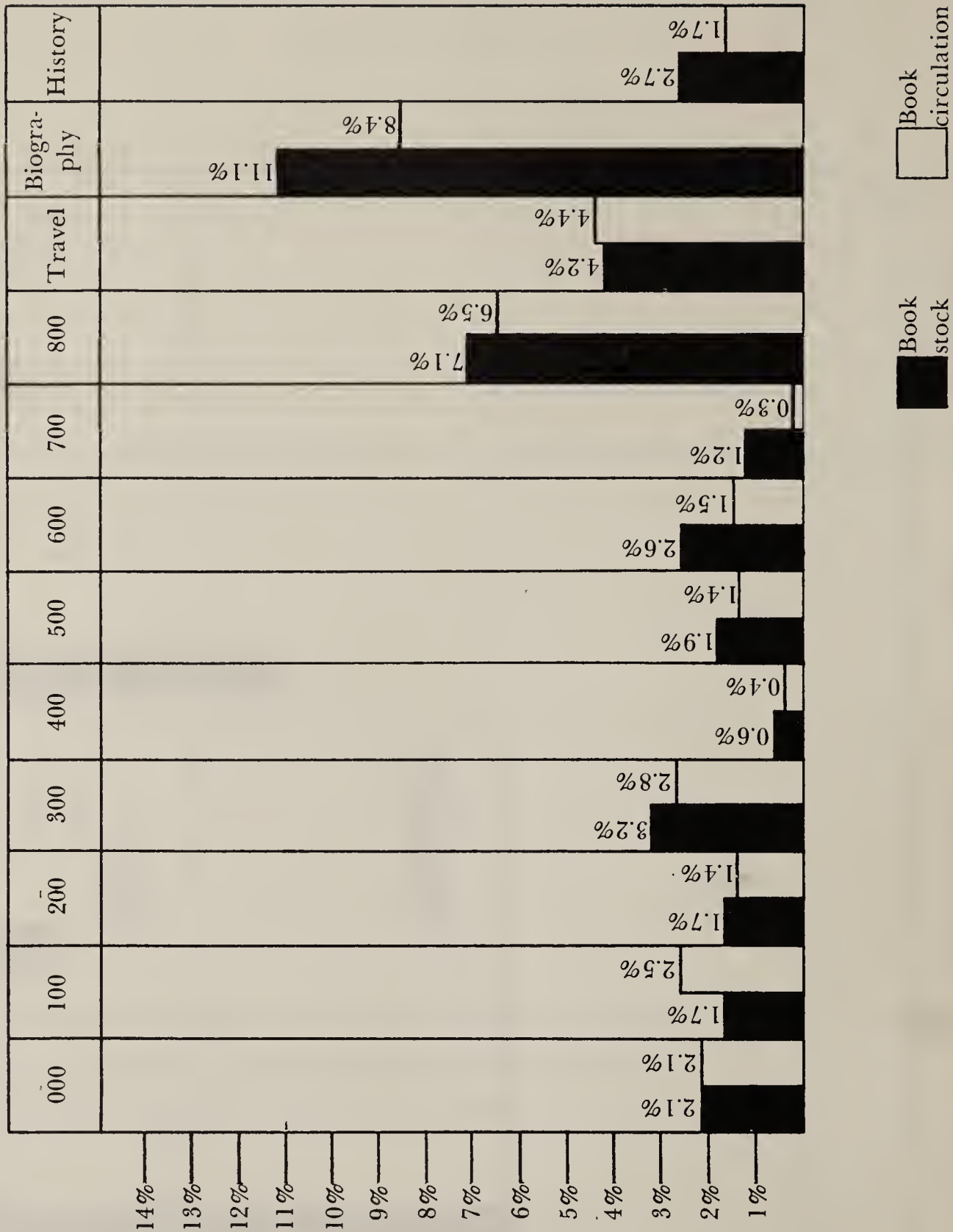


*Miscellaneous includes paperback editions published by Large Print Publications which has made only four titles available to date, and enlarged editions produced by various enlargement processing companies. However, most of these books were acquired late in the Project so that circulation had barely begun at the time of this evaluation.

A COMPARISON OF BOOK STOCK WITH BOOK CIRCULATION (By Subject)



Analysis of non-fiction percentages



News Release

DRAFT: June 27, 1968

Outlets: ALA Bulletin
The Bookmark
Library Journal
NYLA Bulletin
Wilson Library Bulletin
Catholic Library World

Other possible outlets:
ABA Bulletin (American Booksellers Assn.)
American Assn. of School Libraries
The Booklist (ALA)
Publishers Weekly
Saturday Review

A bibliography of The New York Public Library's collection of Large Print Books is now available to the public without charge. This free list can be obtained by writing to: Large Print Book Project, The New York Public Library, Office of Adult Services, 20 West 53rd Street, New York, N.Y. 10019. One copy per request will be distributed as long as the supply lasts.

Prepared by the Library's Office of Adult Services, the bibliography is arranged alphabetically by title, with brief annotations following each of the titles. A separate section at the end lists titles of reference books printed in large print and identifies sources of large print books. An author index concludes the bibliography.

The volume consists of 77 pages and is printed on off-white, non-glare paper in 18-point type, which is twice the size found in typical book text. The type size and the texture and color of the paper were selected because they are suited to the needs of the reader with sight limitations.

The Library's Large Print Book Project, started in June, 1966 and supported by a federal grant, will end this summer. Its purpose has been to test and evaluate the need for and interest in large print books.

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LARGE PRINT BOOK PROJECT:
A REPORT.

(1969)

Date Due

Reference Copy			

AMERICAN FOUNDATION FOR THE BLIND
15 WEST 16th STREET
NEW YORK, N. Y. 10011

The New York Public Library
Office of Adult Services

8 EAST 40TH STREET, NEW YORK, N. Y. 10016